

# Upper Westside Livable Centers Initiative

## Implementation

The Action Plan outlines a number of implementation strategies for the concept plan including:

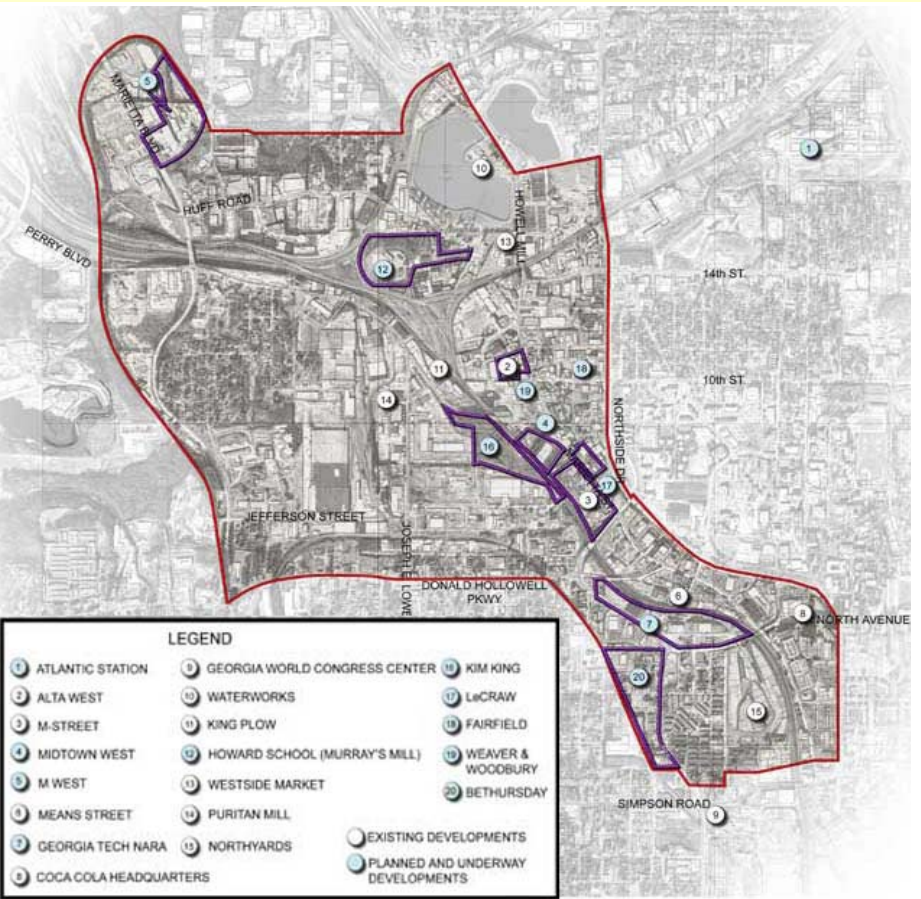
- An emphasis on flexible, mixed-use, Quality of Life Zoning throughout much of the study area.
- Urban design guidelines to reinforce the distinctive post-industrial look and feel of the Upper Westside, including guidelines for appropriate restoration and appropriate new construction.
- Strategies to retain the diversity of people and activities within the study area through affordable housing, live-work spaces and funding for small businesses retention and expansion.
- An Emphasis on economic development by marketing the grass roots arts and the high tech identity of the area
- Promoting the protection of the historic character of the area, especially in the Howell Station/

Knight Park neighborhood, the interlocking Historic District and the Means Street Historic District.

- Recommended public improvements include: Streetscapes along major corridors, pedestrian crossings, corridor and intersection improvements, and the creation of a dispersed network of small public spaces. Total over \$60 million for more than 30 projects.

## Priority Transportation Projects

- Marietta Street/Howell Mill Road Streetscape
- Donald L. Hollowell Parkway Streetscape
- Howell Mill Road/Marietta Street Crossing
- Bishop Street & Howell Mill Road Intersection Improvement
- Huff Road Corridor Improvement
- Donald L. Hollowell Parkway Corridor (near Northside Drive intersection)



For more information on the Upper Westside LCI Plan, please contact  
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# Upper Westside Livable Centers Initiative January, 2005

## Introduction

The 2004 Upper Westside Livable Centers Initiative Study is a guide for public and private investment in a two square mile study area within the Northwest quadrant of the City of Atlanta. The study area encompasses approximately 1,400 acres organized mainly around the corridor of Marietta Street, Howell Mill Road, and Northside Drive. The upper Westside is one of the most unique areas in the City of Atlanta with galleries and studios, niche retail, restaurants, industry, educational and corporate institutions, offices, and historic buildings, as well as traditional and loft housing. The blend of long-time residents, businesses, and workers, grass-roots artists, students, creative professionals, along with shoppers and new residents seeking a true urban environment creates the quirky, fresh, innovative character of the area. The intent of the Upper Westside is to express that future investments reinforce the dynamic, eclectic qualities that are the hallmark of the area. The strategies

identified in this plan reflect the community's vision for housing, economic development, transportation, land use and zoning, urban design and area character, and real estate development.

## Vision

To continue to build a section of the City that:

- Reflects the area's past and future through the use of industrial materials, scale, and building patterns.
- Provides residents, visitors, and workers with transportation alternatives for reaching the area and traveling within the area.
- Supports a diversity of housing, jobs, shopping, and recreation that can include people of all incomes and ages.
- Protects the diversity of smaller scale, residential, commercial, and industrial uses.



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Mayor, City of Atlanta



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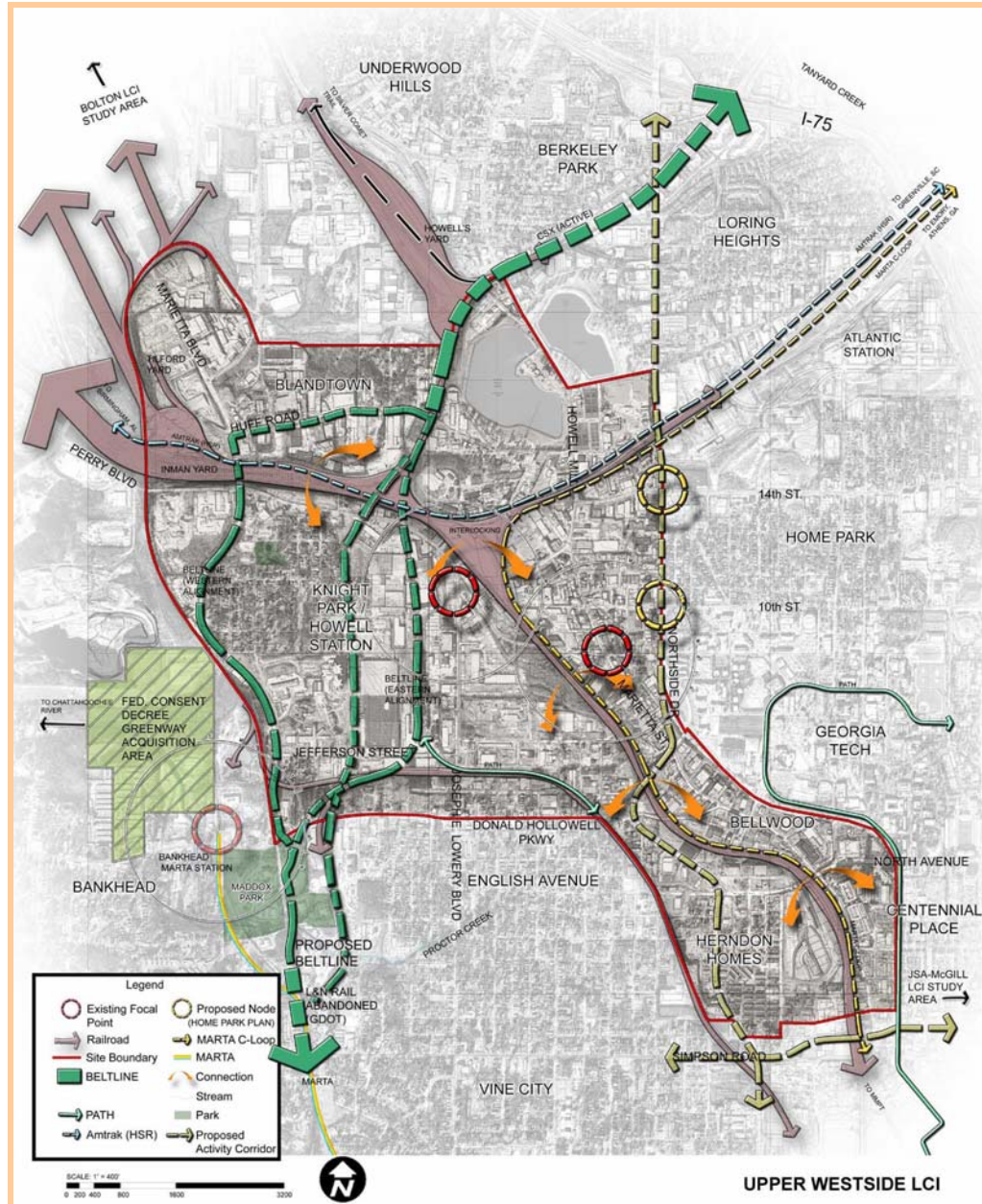
Department of Planning and  
Community Development  
**James Shelby**  
Acting Commissioner

Bureau of Planning  
**Beverly Dockeray-Ojo**  
Director





# Upper Westside Livable Centers Initiative



## Transportation

1. Promote a network of safe, efficient and convenient transportation options
2. Improve pedestrian access throughout the study area.
3. Promote the establishment of new transit routes.
4. Minimize to the extent possible the impacts of truck activity on residential areas.

## Land Use

1. Ensure the continuity of industrial and other employment-based uses.
2. Support a variety of life-styles by promoting mixed-use development.
3. Provide adequate open space through new urban plazas, parks, and greenways.
4. Provide for maximum flexibility for the compatible development.
5. Promote development densities sufficient to support and promote mass transit options.

## Economic development

1. Continue the momentum of revitalization for all parts of the study area
2. Prevent displacement of existing residents and businesses.
3. Include a diversity of employment options
4. Recognize the importance of social service agencies and integrate them into the community.

## Upper Westside LCI Goals

### Community Character/Urban design

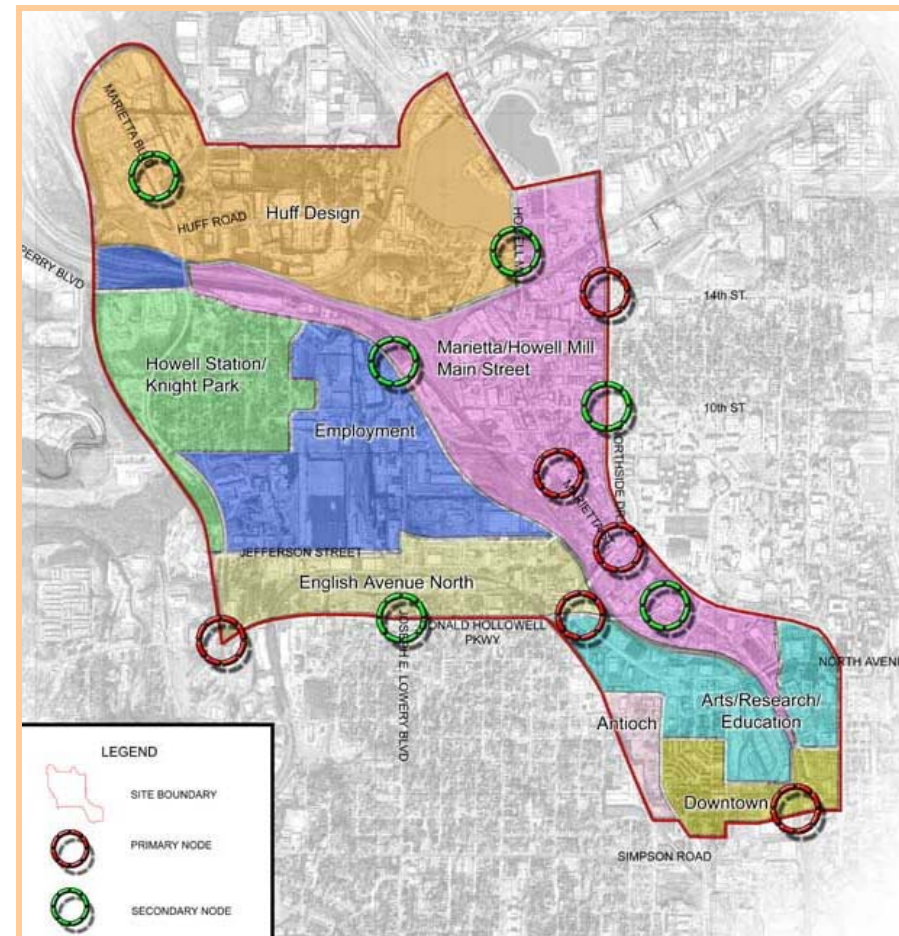
1. Provide identity for the area by celebrating its unique historic character.
2. Retain the identity of the area by preserving and expanding upon the diverse urban environment.
3. Recognize the industrial roots of the area by promoting industrial materials, scale, and character.
4. Create a distinct identity and visual brand for each character area.
5. Avoid the displacement of existing residents, businesses, and social service agencies.

# Upper Westside Livable Centers Initiative

## Concept Plan

The recommendations of the Upper Westside LCI are intended to address issues and themes raised by community stakeholders, including a desire for more open space and gathering areas, stronger physical connections within the community and to other areas, protection of the unique physical qualities of the Upper Westside rooted in its industrial heritage, the continued diversity of people and activities in the area. The study area was organized into a series of 8 distinct character areas and a series of nodes around which to concentrate intensity and growth. Other key concepts include:

- Open space features and pedestrian amenities to enhance the public realm along the main corridors of Marietta Street, Howell Mill Road, Northside Drive and Donald Lee Hollowell Parkway and to improve the safety and function of the existing transportation system.
- Concepts to embrace both regional and local transit opportunities so that the study area is part of a broader multi-modal transit system, including the Beltline, the MARTA C-Loop, and a local trolley service.
- An emphasis on Marietta Street and Howell Mill Road as transit and pedestrian friendly, mixed use, contemporary "main Streets".



## Retail Market Potential:

- Year 2004-2009: a demand of 240,641 sq. ft.
- Year 2009-2014: a demand of 339,107 sq. ft.
- 10 year total: 579,748 sq, ft

## Residential Market Potential:

Year 2004-2014 total: 4,307 rental housing and 2,457 for sale housing

